



LEO BURNETT U.S.A.

April 11, 1995

Ms. Wendy Marin
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

RE: 1994 Virginia Slims Book of Days
Final Tie-In Partners Coupon Redemption

Dear Wendy,

This forwards the final 1994 Virginia Slims Book of Days Tie-in Partners coupon redemption as of 4/10/95.

Overall, the final quantity of coupons redeemed increased slightly since the August update. As you can see, several of the partners were unable to track coupon response due to the lack of coding on coupons. Also attached for your reference are the Virginia Slims coupons and grab bag offer response status.

Please feel free to give me a call with any questions or comments.

Sincerely,

LEO BURNETT U.S.A.

Connie Bulanda

Attachment

cc: **PM**
Bob Ferrin
Giuseppe D'Alessandro

LBCo.
Bob Schewe
John Buehler
Barb Floener

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